

Franklin County
Quit Line Data Summary
January 1 - June 30, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 62	N = 11,781
Percent of Statewide Calls	0.6%	100.0%
Percent of State Population in County¹	0.8%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 62	N = 10,080
Female	56.5%	61.2%
Male	43.5%	38.8%
Race/Ethnicity	N = 51	N = 8,813
People of Color	5.9%	9.5%
White	94.1%	90.5%
Age	N = 62	N = 9,893
Less than 18 years old	1.6%	1.5%
18 - 24 years old	25.8%	18.1%
25 - 34 years old	21.0%	25.4%
35 - 44 years old	19.4%	22.0%
45 years and older	32.3%	33.0%
Education	N = 61	N = 9,282
Did not graduate high school	26.2%	20.8%
High school graduate	39.3%	34.4%
Some college/vocational school	26.2%	34.8%
College graduate	8.2%	10.0%
Caller Type	N = 62	N = 10,635
General Information	3.2%	7.2%
Health care provider	0.0%	1.9%
Tobacco user	96.8%	90.9%
Payer Type	N = 46	N = 7,421
Insured	26.1%	37.4%
Uninsured	45.7%	33.0%
Medicaid	28.3%	29.6%
Heard About	N = 54	N = 8,468
Past caller	13.0%	13.4%
Employer/worksites	1.9%	1.3%
Health care provider	11.1%	23.4%
Television	20.4%	15.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	2.7%
Targeted mailing	0.0%	0.1%
Great Start	1.9%	0.2%
Radio	7.4%	3.9%
Newspaper/Magazine	1.9%	1.7%
Brochure/Newsletter	3.7%	4.3%
Family or friend	33.3%	28.1%
Health Department	5.6%	3.2%
School	0.0%	1.8%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.